



Uongozi 2012 Campaign Project

What is the Uongozi 2012 Campaign Project?

The Uongozi Campaign is a multi-media project designed to inspire young Kenyans to engage in the political process and to involve them in a public discussion about leadership. The cornerstone of Uongozi 2012 will be the staging of a virtual national campaign and election on primetime television in which young Kenyans will contest after demonstrating their leadership skills to their fellow voters.

Photo: Uongozi



Uongozi's travelling "roadshows" attract hundreds of people throughout Kenya.

Project Duration and Budget

March 2012 – March 2013

\$1.6 million

Who implements the Uongozi 2012 Campaign Project ?

Inuka Kenya Trust

<http://www.nisisikenya.com>

Where does the Uongozi 2012 Campaign Project work?

Nationally

What will the Uongozi 2012 Campaign Project do?

Uongozi will begin with a national roll out in Nairobi's Uhuru Park in late September 2012 and will include programming that will reach all of Nairobi's 47 counties.

The project will stage a national campaign and mock election on primetime television in conjunction with a grassroots civic education and empowerment program aimed at rural youth. It will disseminate messages targeting young Kenyan men and women who are typically excluded from political leadership through a reality TV show, vernacular radio, print media, and social media. The messaging will stress the importance of choosing leaders based upon qualifications, political platforms, and personal integrity as opposed to ethnicity.

Uongozi 2012 will organize travelling "roadshows" with caravans of artists, actors and activists in all 47 counties. The roadshows will build support for the reality TV show and mock election, while also spreading peace messaging and encouraging young Kenyans to register and vote.

What does Uongozi expect to achieve?

Uongozi 2012 expects to contribute to a more engaged, responsible and hopeful youth in the lead up to the March 2013 elections. Specifically, the project will generate an active and informed public debate around choosing national leaders based upon qualifications, not ethnicity, increase the participation of young men and women in electoral politics and mobilize young Kenyans to register to vote, to vie for elections themselves, and to vote.

What key challenges does Uongozi 2012 Campaign Project face?

Kenyan youth comprise the vast majority of the country's population, yet many struggle with a sense of alienation and hopelessness; they have little faith in government to work on their behalf. Recent research suggests that among youth there is a great uncertainty about the future. Uongozi 2012 will encourage Kenyans to take charge of their own destiny and collectively create the space for new, inclusive leadership.

For more information:

<http://uongozi.co.ke>

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